

## How Your Vocabulary Can Help Make You Rich

If you are not earning enough money, perhaps it's because you don't know enough words.

**More than any other single factor yet known, vocabulary can often predict financial success!**

This is the finding of the Human Engineering Laboratory, a leading nationwide psychological testing service which has been exploring the aptitudes and careers of people for the last 38 years. Don't leap to the conclusion that a large vocabulary by itself and a good score on a vocabulary test will guarantee you success. Vocabulary, which is really a partial measure of your potential, is often linked with good work habits, initiative, and responsibility. The 30,000 vocabulary tests given each year by the Human Engineering Laboratory prove that big incomes and big vocabularies go together -- and the same goes for small ones. The Laboratory was founded in 1922 by Johnson O'Connor.

Vocabulary is an indication of precise and broad knowledge and does not depend solely upon education but also upon wide reading and wide experience as well. "I once tested the president of a coal-mining company in Pennsylvania," says O'Connor. "He was a man who had worked his way up from the pits and his grammar was terrible. Yet, in all the vocabulary tests, he got only 2 words wrong. The best score that any college graduate could make was 13 words wrong."

A 40-year-old woman tested recently had only gone through the eighth grade, yet she scored extremely high in laboratory vocabulary tests. She is an avid reader, interested in philosophy, semantics and logic. For the past 5 years she has headed a group of 60 accountants, although she is not an accountant herself.

Even among college graduates, vocabulary differences can be startling. A group of college seniors selected by a large industry as executive material was hired by the company to go to work after graduation. Each was given a group of vocabulary tests. Five years later, all of those who tested in the top 10 percent on a vocabulary test had become executives. Not a single person who had tested in the bottom 25% was an executive!

According to Mr. O'Connor, you can work at building your vocabulary and with it your chances for a larger income. The following techniques will pay off for you:

1. Set a goal of reading at least one serious book per month.
2. When you read, have a dictionary at hand. When you meet with a difficult word, look it up.
3. Examine carefully how you heard or saw the word used. As O'Connor says, "People often try to use terribly difficult words and, of course, they wind up using them wrong. Other people laugh and the incentive to learn more new words is often lost."

No matter how you choose to build your vocabulary, through crossword puzzles, books, or reading the dictionary, the point is you should do it. Not only is the reward a much greater possible income, but the greater insight and confidence in yourself and what you can do.